

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for distributing enhancement data for a television broadcast over a data network, comprising:

receiving enhancement data corresponding to the television broadcast, the television broadcast transmitted without the enhancement data, the enhancement data received in a first format compatible with a first transport for a broadcast receiver not configured to decode enhancement data for presentation;

selecting a second format compatible with a second transport different from the first transport, wherein the second transport is the data network;

converting the enhancement data into the second format compatible with the second transport; and

providing said converted enhancement data to a client in accordance with the second transport.

2. (Canceled).

3. (Previously Presented) The method of claim 1, wherein said converted enhancement data comprises ATVEF encoded web page content.

4. (Original) The method of claim 1, further comprising:

pushing said converted enhancement data to the client.
5. (Original) The method of claim 1, further comprising:

providing said converted enhancement according to the second format for pulling thereof by the client to the client.
6. (Currently Amended) A method for distributing enhancement data for a television broadcast over a data network, comprising:

receiving enhancement data corresponding to the television broadcast in a first format compatible with a first transport, the television broadcast transmitted without the enhancement data;

converting the enhancement data into a second format compatible with a second transport different from a first delivery mechanism, wherein the second transport is the data network;

providing said converted enhancement data to a client in accordance with the second transport; and

inspecting a client profile associated with the client; and

determining the second format based at least in part on said inspecting.
7. (Original) The method of claim 6, further comprising:

providing plural conversion formats including the second format;

associating delivery prices with each of said plural formats; and

selecting the second format of said plural formats based at least in part on said associated delivery prices and said inspecting the client profile.

8. (Canceled).

9. (Currently Amended) A method for distributing enhancement data for a television broadcast to a viewer of the television broadcast, comprising:

receiving enhancement data for the television broadcast over a first transport for a receiver not configured to decode enhancement data for presentation, the television broadcast transmitted without the enhancement data, said enhancement data received in a first format in accordance with the first transport;

selecting a second format compatible with a second transport different from the first transport, wherein the second transport is the data network;

converting said enhancement data into the second format; and

providing said converted enhancement data to the viewer over the data network.

10. (Original) The method of claim 9, wherein the data network is the Internet.

11. (Original) The method of claim 9, further comprising:

pushing said converted enhancement data to the viewer over the data network according to the second format.

12. (Original) The method of claim 9, further comprising:

providing a server configured for the viewer to pull said converted enhancement data from the server over the data network according to the second format.

13. (Canceled).

14. (Currently Amended) A system for distributing enhancement data for a television broadcast to a viewer of the television broadcast, comprising:

a television broadcaster to broadcast the television broadcast without enhancement data for a receiver not configured to decode enhancement data for presentation;

an enhancement data broadcaster to broadcast said enhancement data over a first transport in a first format in accordance with the first transport; and

a central site to provide said enhancement data in a second format to the viewer over a second transport different from the first transport, wherein the second transport is a data network, the central site comprising:

a receiver to receive said broadcasted enhancement data over the first transport, the receiver further to select the second format; and

a converter to convert said enhancement data into the second format different from the first format for delivery over the data network.

15. (Original) The system of claim 14, wherein the television broadcaster also broadcasts said enhancement data.

16. (Original) The system of claim 14, further comprising:

wherein the television broadcast comprises an audiovisual component and an ATVEF data component comprising said enhancement data; and

wherein the receiver receives the television broadcast and extracts said enhancement data therefrom for conversion by the converter.

17. (Currently Amended) An apparatus for distributing enhancement data for a television broadcast over a data network, comprising a computer-readable medium having instructions encoded thereon which when executed by one or more processors cause the one or more processors to perform:

receiving enhancement data corresponding to the television broadcast, the television broadcast transmitted without the enhancement data, the enhancement data received in a first format compatible with a first transport for a receiver not configured to decode enhancement data for presentation;

selecting a second format compatible with a second transport different from the first transport, wherein the second transport is the data network;

converting the enhancement data into the second format; and

providing said converted enhancement data to a client in accordance with the second transport.

18. (Original) The apparatus of claim 17, wherein said received enhancement data comprises ATVEF encoded web page content.

19. (Currently Amended) An apparatus for distributing enhancement data for a television broadcast over a data network, comprising a computer-readable medium having instructions encoded thereon which when executed by one or more processors cause the one or more processors to perform:

receiving enhancement data corresponding to the television broadcast in a first format compatible with a first transport, the television broadcast transmitted without the enhancement data;

converting the enhancement data into a second format compatible with a second transport different from a first delivery mechanism, wherein the second transport is the data network;

providing said converted enhancement data to a client in accordance with the second transport;

inspecting a client profile associated with the client; and

determining the second format based at least in part on said inspecting.

20. (Currently Amended) An apparatus for distributing enhancement data for a television broadcast to a viewer of the television broadcast, comprising a computer-readable medium having instructions encoded thereon which when executed by one or more processors cause the one or more processors to perform:

receiving enhancement data for the television broadcast over a first transport for a receiver not configured to decode enhancement data for presentation to the viewer, the

television broadcast transmitted without the enhancement data, said enhancement data received in a first format in accordance with the first transport;

selecting a second format compatible with a second transport different from the first transport, wherein the second transport is the data network;

converting said enhancement data into a second format compatible with the data network, where the second format is different from the first format; and

providing said enhancement data in the second format to the viewer over the data network.

21. (Canceled)

22. (Currently Amended) An apparatus for distributing enhancement data for a television broadcast over a data network, comprising:

receiving means for receiving enhancement data corresponding to the television broadcast in a first format compatible with a first transport for a receiver not configured to decode enhancement data for presentation to a viewer, the television broadcast transmitted without the enhancement data, said receiving means further to select a second format compatible with a second transport different from the first transport, wherein the second transport is the data network;

converting means for converting the enhancement data into a second format compatible with the data network; and

providing means for providing said converted enhancement data to a client in accordance with the second transport.

23. (Original) The apparatus of claim 22, further comprising:
- receiving means for receiving the television broadcast; and
- extracting means for extracting said enhancement data from the television broadcast.
24. (Original) The apparatus of claim 22, further comprising:
- pushing means for pushing said converted enhancement data to the client.
25. (Original) The apparatus of claim 22, further comprising:
- providing means for providing said converted enhancement according to the second format for pulling thereof by the client to the client.